



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

the website is  
used to watch  
millions of  
videos of  
practically  
anything

I want  
something  
awesome

Youtube was  
founded by chad  
Hurtley,steve  
chen and jawed  
karim in  
February 2005

it is one of the  
top websites on  
the web and one  
of the most  
viewed websites

Wasting too  
much time?

Is this  
useful?



checks the  
website

Ask Friends

Interest

More  
Reasearch

Entertainment

knowledge



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?